

METHOD AND FACILITY FOR PRESERVING INTERNET PRIVACY

ABSTRACT

A method and facility for commercial Internet-based communication with a user includes a first entity receiving a web browsing activity communication from the user along with a unique device identifier. A second entity receives a user communication address and the first identifier from the user. The first entity transmits to the second entity a resulting communication such as an email solicitation intended for the user along with the first identifier. The communication may be based on the web browsing activity. The second entity transmits the resulting communication to the user communication address. The web browsing data and the communication address are maintained securely and separately, so that no one entity has access to both set of data.